

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	
	)	
Guler et al.	)	Examiner: Chandler, Sara M.
	)	
Serial No. 09/903,075	)	Art Unit: 3693
	)	
Filing Date: July 10, 2001	)	
	)	
For: METHOD AND SYSTEM FOR	)	
SELECTING AN OPTIMAL	)	
AUCTION FORMAT	)	
	)	

Commissioner for Patents  
P.O. 1450  
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Office Action mailed March 18, 2008, the following amendments and remarks to the above captioned patent application are respectfully submitted.

Amendments to the claims begin on page 2 of this response.

Remarks begin on page 14 of this response.